

## Message Text

UNCLASSIFIED

PAGE 01 BRASIL 07498 012243Z

67

ACTION ARA-20

INFO OCT-01 ISO-00 AID-20 CIAE-00 COME-00 EB-11 FRB-02

INR-10 NSAE-00 RSC-01 TRSE-00 XMB-07 OPIC-12 SPC-03

CIEP-02 LAB-06 SIL-01 OMB-01 CU-04 PA-04 PRS-01

USIA-15 DRC-01 SS-20 NSC-10 STR-08 /160 W

----- 008596

R 011939Z NOV 73

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC 0000

INFO AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

UNCLAS BRASILIA 7498

PASS TO COMMERCE

E.O. 11652: N/A

TAGS: EGEN, BR

SUBJECT: AMBASSADOR'S MESSAGE FOR "COMMERCE TODAY"

REF: SAO PAULO 2500

1. FOLLOWING IS PROPOSED TEXT TO ACCOMPANY AMBASSADOR'S

PICTURE ON "COMMERCE TODAY" ISSUE ON BRAZIL.

BEGIN TEXT

2. AS THIS ISSUE OF "COMMERCE TODAY" AMPLY INDICATES, BRAZIL  
IS AT PRESENT AN IMPORTANT MARKET FOR AMERICAN EXPORTERS AND  
ITS POTENTIAL IS GREAT. NATURALLY, THE SAME OPPORTUNITIES  
EXIST FOR OTHER EXPORTING NATIONS WHICH COMPETE WITH THE  
U.S. FOR MARKETS AROUND THE WORLD. WHILE THE U.S. DE-  
PARTMENTS OF COMMERCE AND STATE, AND OTHER GOVERNMENT  
AGENCIES, ARE CONTINUALLY IMPROVING THEIR ALREADY IMPRESSIVE  
EFFORTS TO ASSIST AMERICAN EXPORTERS AND INVESTORS, IT IS  
CLEAR THAT THE SUCCESS OF THESE EFFORTS WILL IN THE END  
DEPEND ON THE ACTIONS TAKEN BY THE AMERICAN BUSINESS COM-  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BRASIL 07498 012243Z

MUNITY.

3. LONG RECOGNIZED AS ONE OF THE MAJOR NATIONS OF THE WORLD IN TERMS OF SIZE AND AS A SUPPLIER OF BASIC COMMODITIES, BRAZIL HAS NOW EMERGED AS ONE OF THE WORLD'S GREAT INDUSTRIAL PRODUCERS. CITIZENS AND FIRMS OF THE U.S. HAVE HAD THE PRIVILEGE OF PARTICIPATING IN BRAZIL'S DEVELOPMENT, BOTH AS CONTRIBUTORS OF CAPITAL AND TECHNOLOGY AND AS TRADING PARTNERS. THIS PARTICIPATION HAS BEEN MUTUALLY BENEFICIAL, NOT ONLY IN THE BUSINESS SENSE, BUT ALSO IN PROMOTING A BROADER DEGREE OF UNDERSTANDING AND COOPERATION BETWEEN OUR TWO COUNTRIES.

4. EXPERIENCE HAS PROVEN THAT SUCCESSFUL PARTICIPATION IN THE BRAZILIAN ECONOMY, EITHER AS AN INVESTOR OR AS AN EXPORTER OF GOODS OR SERVICES, REQUIRES CAREFUL AND INTELLIGENT PREPARATION. TAKING ADVANTAGE OF THE SERVICES AND FINANCING BEING PROVIDED BY OUR GOVERNMENT AGENCIES, USE OF MARKET STUDIES, MAKING WELL-ORGANIZED ON-THE-SCENE BUSINESS VISITS, AND AN APPRECIATION OF THE BRAZILIAN WAY OF BUSINESS OPERATIONS ARE BUT SOME OF THE IMPORTANT PRE-REQUISITES FOR DOING GOOD BUSINESS IN BRAZIL. THE REWARDS, BOTH IN TERMS OF BUSINESS RELATIONSHIPS, PERSONAL FRIENDSHIPS, AND CULTURAL ENRICHMENT, PROMISE TO JUSTIFY THE EFFORT FULLY.

END TEXT  
CRIMMINS

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 01 NOV 1973  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1973BRASIL07498  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** n/a  
**From:** BRASILIA  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1973/newtext/t19731162/aaaabtja.tel  
**Line Count:** 86  
**Locator:** TEXT ON-LINE  
**Office:** ACTION ARA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:**  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** SAO PAULO 2500  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** elyme  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 30 OCT 2001  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <30-Oct-2001 by damankm0>; APPROVED <25 FEB 2002 by elyme>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** AMBASSADOR'S MESSAGE FOR "COMMERCE TODAY"  
**TAGS:** EGEN, BR  
**To:** STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005